

Avanza has Sweden's most satisfied savers – for the thirteenth year in a row

Savers have spoken up. Avanza has Sweden's most satisfied savings customers for the 13th consecutive year, according to the Swedish Quality Index (SQI). This means that Avanza has received the award every year since it was introduced in 2010.

"That we still have the most satisfied savings customers despite these difficult times is fantastic. I want to truly thank you customers for the faith you have placed in us at Avanza", says Rikard Josefson, CEO of Avanza.

In its survey, SQI measures and analyses customer satisfaction and loyalty to Sweden's banks. The measurements cover image, product quality, service quality, value for the money and loyalty. Avanza has maintained its strong position in customer satisfaction and continues to have Sweden's most satisfied customers who invest in securities.

"Geopolitical conditions are, to put it mildly, tough, and during the year we have had an unusual number of events that cause concern and fear in many, including me. In spite of this, we have welcomed over 100,000 new savers this year – and we will continue to do everything we can to support and help our customers to succeed with their savings. Customer satisfaction is our single most important target, and we will continue to strive for it every day. Thank you for yet another year together," concludes Rikard Josefson.

For further information please contact:

Rikard Josefson, CEO

+46 70-206 69 55

E-mail: rikard.josefson@avanza.se

Avanza is a digital platform for savings and investments, founded in 1999. The Parent Company, Avanza Bank Holding AB (publ), is listed on the Stockholm Stock Exchange. Avanza's customer promise is a better return on your savings than with any other bank or pension provider in Sweden. Services include saving in shares, funds, savings accounts, mortgages, and a strong pension offering. Avanza has over 1.7 million customers with more than SEK 600 billion in total savings capital. This is equivalent to over 6 per cent of the Swedish savings market. Avanza is largest in terms of number of transactions among Swedish banks on the Stockholm Stock Exchange. During the last thirteen years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: avanza.se/ir

Image Attachments

[Rikard Josefson, VD Avanza](#)